

# Call For Sponsored “Thought Leadership” Proposals

COAA’s spring national conference – COAA Connect™ Spring 2023 – will be held Monday-Wednesday, May 8 -10 in Charlotte (NC). The conference theme – **“Accelerating Innovation”** – is a nod to the Charlotte Motor Speedway and also offers an opportunity for a broad range of Owner-centric content on almost any form of innovation.

COAA plans to offer attendees the chance to participate in small group discussions led by a product or service-providing sponsor over breakfast on the most content-rich day of the conference (Tuesday, May 9). We encourage you to submit a Thought Leadership proposal, but only after you thoroughly review the requirements & stipulations of this Call.

## *What This Is:*

- *A chance for service or product providers to engage with Owners and other conference attendees by leading an interactive discussion of a topic of interest to Owners*
- *An investment by participating firms in COAA’s mission to educate and support facility/project Owners ... to essentially help them become better, more informed clients*

## *What This Is Not:*

- *A platform for selling, promoting, or marketing products or services*
- *An invitation for a lecture or presentation*

The current vision is to offer 4-6 topic-specific discussion tables, with attendees having the option of choosing one of these tables OR selecting an open (no topic-specific discussion) table for breakfast. This freedom underscores the importance of two critical components, each of which shall be addressed in the proposal:

1. Applicants should propose a compelling topic of interest to both experienced and inexperienced Owners ... preferably one that relates to the conference theme, “Accelerating Innovation.”
2. A well-developed plan for how the discussion will be conducted, including identification of two (and only two) sponsor attendees at the table – the discussion facilitator and a “scribe” who will record notes and provide these in Word format immediately after the conference.

*NOTE: COAA will insist on speaking directly with the proposed facilitator and scribe as part of the selection process to vet the topic and discuss expectations. Proposals noting sponsor participants as “TBD” will be rejected.*

This is a competition. COAA expects to receive numerous proposals from a variety of firms and only the best and most thoughtfully conceived ideas will be chosen for a limited number of slots. Selections will be made by COAA staff and volunteers, and COAA reserves the right to reject any or all proposals.

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For selected proposals, the cost of the sponsorship is **\$1,000** plus the cost of two conference registrations for the sponsor’s discussion facilitator and scribe, payable to COAA no later than **April 15**.

- Each discussion will be conducted over breakfast, which lasts approximately one hour. Consideration must be given to the fact that attendees will be engaging “between bites.”
- Proposals are due to COAA by close of business on **March 31**.
- Applicants may submit more than one proposal but no more than one will be selected per applicant.
- Once selected, discussion facilitators and scribes must each sign COAA's standard [Speaker Agreement](#) and provide a short biography and head shot photo.
- Facilitators shall participate in one or more pre-event reviews/rehearsals to be scheduled by COAA at a TBD time and date.
- If content is to be provided (article, white paper, handouts, etc.), such materials must be submitted to COAA no later than close of business on , to allow time for review by staff, volunteers, and legal counsel.
- Attendees will be allowed to opt in or opt out of receiving post-event marketing correspondence from the sponsor of their table discussion.

Please submit proposals via email – and direct any questions – to [Jill McKenzie](#), COAA's Manager of Sponsorship.